

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

### Listing of Claims:

1-26. (Canceled)

27. (Currently Amended) A device for providing a salesperson with notification of consumer interactions with an employer of the salesperson, the device comprising:

a memory medium containing executable program instructions which, when executed by a processor, provide:

a system settings module, the system settings module permitting the salesperson to ~~define~~ select at least one target item in a plurality of on-line communication channels between an individual customer ~~associated with~~ to which the salesperson is assigned and the employer of the salesperson;

a channel monitor, the channel monitor adapted for monitoring the on-line communication channels between the customer and the employer of the salesperson, the channel monitor further adapted for analyzing the content of communications on the on-line communication channels for communications with the customer and that include content matching with communications containing the at least one target item ~~defined~~ selected by the salesperson, the channel monitor further adapted for generating notifications to the salesperson for the communications containing the at least one target item; and

a report generator, the report generator adapted for receiving a query from the salesperson and reporting a notification history relating to communications containing the at least one target item ~~defined~~ selected by the salesperson and matching parameters of the query.

28. (Currently Amended) The device of Claim 27 further comprising:

a first authorization unit, the authorization unit adapted for requesting salesperson information prior to permitting access to the system settings module or the report generator.

29-30. (Canceled)

31. (Previously Presented) The device of Claim 27 wherein the on-line communication channels comprise a public on-line communication channel or a restricted on-line communication channel.

32. (Original) The device of Claim 27 wherein the communication is between the customer and a representative of the employer or the customer and a customer peer.

33. (Cancelled)

34. (Original) The device of Claim 27 wherein target items comprise alphanumeric characters, alphanumeric strings, emoticons, names of product offerings or codes.